

ARI GREIF

PRODUCT DESIGNER • DESIGN ENGINEER

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SUMMARY

Product designer with five years at Meta and the engineering depth to ship the work: zero-to-one and cross-surface features carried from problem definition through production launch. Combines interaction design, systems thinking, and high-fidelity prototyping with product strategy, roadmapping, and production-level code, turning ambiguous, technically complex problems into clear, scalable experiences.

PROFESSIONAL EXPERIENCE

Meta — Seattle, WA • 2021 – 2026

Design Engineer, Foundation Design | 2023 – 2026

GSD | *Meta's company-wide project management tool*

Meta's company-wide project management tool, built task-first for engineers; I identified why designers had abandoned it for Figma and Google Docs, then shipped the features that brought them back.

- Led a cross-functional initiative with a separate engineering org to build the features that grew Product Design's adoption of GSD. Features logged 124,000+ uses across 116,000+ projects in the first quarter after launch.
- Built the production interaction model in Figma, then shipped it full-stack, including database schema changes and new GraphQL fields. Teams logged 630 expectations across 237 projects in the first quarter, with 75% of entry-point usage tied to role or expectation changes.
- Managed delivery end to end: technical design doc, biweekly cross-functional reviews, and QA bug bashes. Represented the project through technical review and cleared every blocker before public launch.
- Designed and shipped the Project Landing Page, a second zero-to-one build unifying fragmented project views into one space. Cut setup from five clicks to one.
- Initiated an accessibility review after finding the design system's badge colors lost distinction together, shipping higher-contrast tokens company-wide.

Blueprint Design Language | *cross-surface design and motion prototype*

Meta's initiative to redefine the Facebook app's design and motion language, evaluated against production through the cross-surface prototype I built in Origami Studio.

- Spearheaded a single prototype spanning 9 product surfaces with live-data and mock-persona modes. Let leadership evaluate the new design and motion language against production as one connected system, not nine disconnected screens.

Facebook Integrity Hub | *end-to-end enforcement experience*

Where people learn an enforcement action has hit their content, groups, or accounts and work out how to recover; I led the prototyping and mapping that exposed how disconnected those recovery paths had become across five teams.

- Convened designers and subject-matter experts from 5 teams to map the first end-to-end enforcement flow, exposing inconsistencies no single team could see alone. Findings fed directly into roadmap planning.
- Identified an uncovered gap in how enforcement affects a user's profile, surfacing a question that led to a new company policy.
- Directed two prototypers to build the first code-based prototype hosted inside the Facebook app, coordinating 10+ designers against daily design changes. Ran in research across 3 countries, 2 languages, iOS and Android.

Product Design Prototyper | 2021 – 2023

Partnered with product designers on the creator tools inside the Facebook app, spanning video creation, composing, and publishing, building interactive prototypes in Origami Studio and React Native that resolved interaction questions before they reached research or engineering.

Reels Creation | *stacked timeline, V1 and V2*

- Served as lead prototyper, converting static comps into working interactions that surfaced edge cases, text-layer conflicts, spacing limits, overlapping clips, before they reached engineering.

- Unified parallel Facebook and Instagram Reels efforts by demonstrating one approach's space constraints to Facebook's lead designer, aligning both products into one cohesive experience.

Facebook App Feature Prototyping

- Delivered an A/B comparison prototype in two weeks, accelerating a decision on a new cross-Facebook search pattern.
- Uncovered inconsistencies in Creator Composer's scheduling logic and prototyped a fix that made recommended-time behavior self-evident in review.
- Prototyped 8 concepts for resurfacing Facebook Memories and took them to research to test buy-in for a retention feature.

Freelance Product Designer — Sarah Marsh Salon · Seattle, WA · 2020

Redesigned a working stylist's website to communicate her personal brand and streamline appointment booking, owning the engagement end to end from discovery through delivery.

- Interviewed 27 current and prospective users to pinpoint what was driving drop-off in the booking experience.
- Produced low- and high-fidelity wireframes and ran usability testing to steer each iteration with evidence rather than preference.
- Defined the information architecture and interaction design for both desktop and mobile browsers.

SKILLS

Design & Prototyping: Interaction design, systems thinking across complex flows, end-to-end flow mapping, design systems, accessibility, information architecture, low- and high-fidelity wireframing, Figma, Origami Studio, React Native, code-based and in-app hosted prototyping, motion design

Engineering & Strategy: React, HACK/PHP, GraphQL, SQL, full-stack development, database schema design, product strategy and roadmapping, project briefs and technical design docs, user research and usability testing, cross-functional stakeholder management, QA and launch reviews

EDUCATION

General Assembly — Seattle, WA · 2019

Software Engineering Immersive: full-stack, twelve-week intensive, 450+ program hours.

Willamette University — Salem, OR · 2013 – 2017

Bachelor of Arts, Psychology.